

# Privacy Notice for National Buildings Database



## Important details about Winning Moves

Established in 1995, Winning Moves Ltd undertakes research and evaluation for government, publicly funded and other organisations. We primarily operate as a Data Processor – however, on occasion, we may operate as Data Controller (either singularly or joint) depending on the nature of our work.

- > Company number | 03069806
- > Address | Winning Moves, 102 Colmore Row, Birmingham, B3 3AG, England
- > Phone | 0121 285 3800
- > Email | [info@winningmoves.com](mailto:info@winningmoves.com)
- > Information Commissioner Office Registration no | Z6399957

### Our commitment to your privacy

Winning Moves Ltd takes your privacy very seriously and we are committed to protecting your personal information and the information you provide whilst conducting research with us. Please read this Privacy Notice carefully and contact us with any questions.

### We are committed to meeting relevant laws, codes, registrations and standards



The UK General Data Protection Regulation (GDPR)



Data Protection Act 2018



Market Research Society (MRS) Code of Conduct



ISO20252:2019 – the International Quality Standard for Market, Opinion and Social Research



Information Commissioner Office Registration no | Z6399957



Cyber Essentials

As a Market Research Society Company Partner, you can trust that your personal information will be treated with respect, and it will only be used for the purposes that we inform you about. It is not our aim to sell or promote anything. We conduct market research using scientific methods and we commit, in obtaining your co-operation, not to mislead you about the nature of the research or how the findings will be used. You can verify



that we are a bona fide market research consultancy by contacting the Market Research Society (MRS) on freephone 0500 396 999.

## Purpose

### Background

The government is developing a detailed inventory of all the buildings in Great Britain. This will include all domestic buildings (houses and flats) and non-domestic buildings (offices, shops, warehouses, schools, hospitals, to name a few). The database will include information such as the size, age, construction and energy performance of each building. The completed database will be used for research into energy use and carbon emissions to inform government strategy and policy to help:

- > Improve energy efficiency to reduce energy costs
- > Examine practical approaches to low carbon retrofitting
- > Investigate the potential for integrating low carbon and renewable energy technologies

For the database to be effective, it will need to accurately represent the physical form of each building and what energy equipment is used in it, as well as faithfully reflect the way different types of buildings are used to provide work, education, healthcare, entertainment and many other activities. To this end, **The Department of Energy Security and Net Zero (The Department)** has commissioned a consortium led by **University College London Consultants (UCLC)** and including **Winning Moves** and **Verco** to gather existing data on the building stock in the country and to supplement it with information from a sample of buildings in each of the categories of non-domestic buildings (data on housing is already collected through regular national surveys). This will be achieved by a large-scale business survey as well as undertaking some in-person building audits.

Ahead of this, Winning Moves intends on exploring sector specific needs through a series of workshops with organisations representing the sectors of interest. The aim of these workshops is to provide information to sector representatives about the wider research and for the research team to understand how best to engage with the businesses and buildings represented.

In order to fulfil this stage, Winning Moves needs to contact appropriate individuals in an array of relevant organisations. Invitations will then be extended to participate in the research. This will require the processing of personal data.

### Data controller and data processors

For the purposes of this project:

1. The Department of Energy Security and Net Zero is the data controller
2. Winning Moves is the data processor
3. UCLC and Verco are also data processors

### Type of data that will be processed

For this stage of the project, we will process the following types of personal data:

1. *Simple data* including your name, email address, organisation name, telephone number
2. *Behavioural data* including your experience with / thoughts / opinions on the sectors you represent

We might also ask you to recommend or share details of individuals, organisations or data owners who we can contact about this research. This will be entirely optional.

### How we get the personal data we process

Your personal information is provided through the following ways:

- > Your contact details may have been obtained through:
  - o You submitting an enquiry through the microsite [www.nationalbuildingsdatabase.org](http://www.nationalbuildingsdatabase.org) and providing your contact details for us to respond to you
  - o Searching relevant organisational websites and Linked In profiles

- Being known contacts of consortium members
  - Being known contacts of sector representatives
- > Additional personal information, including opinions, beliefs and experiences will be collected during the workshop or conversation that you are being invited to participate in.

### The legal bases for processing your personal data

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

1. *Legitimate interest*: if your contact details have been provided by yourself, or consortium members, or shared by sector representatives this processing falls under the lawful basis of legitimate interest. This is because the results of this work will provide an invaluable resource to government, industry and sector organisations. Individual building owners, occupiers and managers will be able to place their buildings in a broader context and benefit from more accurate, up-to-date and relevant energy and carbon benchmarks. Therefore there is a legitimate interest in us processing your data to help us understand and engage sectors of interest to facilitate this.
2. *Consent*: we will explicitly seek your consent to participate in this research, as during the depth conversations or workshops, we will collect and process personal data. You can withdraw your consent at any time by informing the researcher.

### How we will use your personal data

Your personal data will be used in the following ways:

- > Workshops / conversations will be audio recorded and transcribed / written up in to a pro forma. Write ups from the conversations and workshops will be securely shared in full with our research partner UCLC.
- > The Department will be informed of which organisations we have consulted. By dint of this, they might be able to deduce which individuals we have spoken to. Proformas will not be shared with The Department.
- > Your views and opinions will be aggregated and reported anonymously to The Department. However, given the small sample size, The Department may infer attribution.
- > Provided you have given consent, to recontact you about this or follow-up research.

### Will we share your personal data?

Your personal data will be shared with the following third parties:

- > The Department will be informed of contributing organisations so they understand the breadth and depth of sector specialist inputs. Whilst only the organisation name will be shared, it may be possible to identify individuals through implication.
- > UCLC will receive full proformas from workshops / conversations will include organisation and individual names as well as beliefs and opinions. Proformas may also include personal details of contacts provided by workshop attendees who they recommend we consult with or contact in relation to this research.
- > Verco will receive personal details of contacts provided by workshop attendees who are recommended for in person audits.
- > We may share your data with a third party purely for the purpose of delivering a function on our behalf. They will have access to personal information to perform the function, but will not use it for any other purpose.
- > Our sub-processors who may carry out some of the processing on Winning Moves' behalf, and under Winning Moves control. An example of this Microsoft, the service provider who hosts our Office 365 cloud data storage platform.

Any third party must process the personal information as set out in this Privacy Policy and as permitted by the UK's Data Protection Act/laws.

### How we will keep your personal data

Your information will be securely stored. We will protect the confidentiality of your information in accordance with our normal data handling procedures and all legal requirements. We will not use it for any purposes other than those which are set out in this Notice. We are committed to keeping personal data secure and take all reasonable technical and organisational measures to protect personal data from loss, misuse or alteration.

The length of time we hold your personal information varies depending upon the type of information and its use. We will hold your personal information on our systems only for as long as necessary to provide research services to our clients, and will anonymise data where possible, securely deleting personal data associated with it at the earliest possible point. For this project, we intend to keep personal data for six months following completion of the project (anticipated to be Summer 2025). We will then dispose your information by secure digital deletion.

#### Where your personal data will be processed

Your data will not be transferred or stored outside the UK or European Economic Area.

## Your Rights

Co-operation in research is voluntary at all times regardless of what the research is about or who our client is. You are entitled at any stage to ask that your personal data, or part or all of the record of your survey responses, be destroyed or deleted and we will carry out such a request. This can be requested during the interview itself or afterwards. You have the right to access any personal data that we process relating to you. We may ask for verification of your identity before releasing any information to you.

#### How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us:

Phone	Email	Address
0121 285 3800	<a href="mailto:dataprotection@winningmoves.com">dataprotection@winningmoves.com</a>	Winning Moves 102 Colmore Row Birmingham B3 3AG

You can also complain to the ICO if you are unhappy with how we have used your data:

Phone	Website	Address
0303 123 1113	<a href="https://www.ico.org.uk">https://www.ico.org.uk</a>	Information Commissioner's Office Wycliffe House Water Lane Wilmslow Cheshire SK9 5AF